

Message Text

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PAGE 01 SYDNEY 03262 200018Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----- 062499 /62

P R 170525Z DEC 76
FM AMCONSUL SYDNEY
TO USDOC WASHDC PRIORITY
AMEMBASSY TOKYO
INFO SECSTATE WASHDC 7332
AMEMBASSY CANBERRA
AMCONSUL MELBOURNE
AMCONSUL BRISBANE
AMCONSUL PERTH

UNCLAS SYDNEY 3262

USDOC AND TOKYO FOR USTS

E.O. 11652: N/A
TAGS: ETRD, AS
SUBJ: STATUS REPORT ON VISIT USA SHOW

REF: SYDNEY 3211

1. THE FOLLOWING COMPANIES HAVE GIVEN FIRM ORAL ASSURANCES
OF PARTICIPATION:

PANAM, AMERICAN EXPRESS (TWO BOOTHS), TRAVELAND,
SHERATON HOTELS, USA TRAVEL SERVICE, ROYAL VIKING LINE,
JETSET

SEMI-FIRM:
QANTAS, THOMAS COOK, LISLIND INTERNATIONAL

2. AGENTS FOR THE FOLLOWING COMPANIES EXPRESS AGREEMENT
IN PRINCIPLE, BUT POINT OUT THAT THEY MUST GET RATIFICATION
FOR PARTICIPATION FROM THEIR PRINCIPALS IN THE U.S.:

GREYHOUND INTERNATIONAL, HYATT CORPORATION USA,
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AMERICAN AIRLINES, BRANIFF AIRLINES, CONTINENTAL
AIRLINES, UNITED AIRLINES, HUGHES AIRWEST, TWA, DELTA AIR LINES,
NORTHWEST ORIENT AIRLINES, HAWAIIAN AIRLINES.

3. ACTION REQUESTED.

(A) CAN USTS HELP THE COMPANIES LISTED IN PARAGRAPH 2 TO GET

EXPEDITIOUS CONSIDERATION BY THEIR PRINCIPALS?

(B) AMTRAK IS ONE ASPECT OF US TRAVEL OF INTEREST TO AUSTRALIANS, BUT WITHOUT ANY CENTRALIZED REPRESENTATION HERE. CAN USTS HELP AMTRAK U.S. TO ARRANGE SOME FORM OF PRESENCE?

(C) IT WOULD STRENGTHEN THE SHOW'S PUBLIC APPEAL IF SOME INTERNATIONALLY KNOWN PERSONALITY COULD APPEAR, EITHER INCIDENTALLY TO OTHER BUSINESS IN AUSTRALIA OR PREFERABLY HERE FOR THAT EXPRESS PURPOSE. ONE PERSON SUGGESTED NLY HALF FACETIOUSLY THAT MAE WEST WITH HER "COME UP AND SEE ME SOME TIME" WOULD BE IDEAL. A SUITABLE OFFICIAL FROM THE USTS OR OTHER APPROPRIATE USG AGENCY WOULD ALSO BE HELPFUL.

ANY HELP OR ADVICE YOU CAN GIVE IN THIS AREA WOULD BE APPRECIATED. FIRST EXHIBITORS' FORMAL MEETING IS SCHEDULED FOR THURSDAY, DECEMBER 23.
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NNN

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